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## Medical innovations and their language: emotive and linguoecological approach

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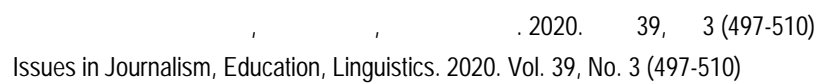
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**Abstract.** The article is devoted to the nomination of the concepts of achievements in medicine. The ways of the appearance of new words are analyzed. The reasons for the emergence of new terms, their meaning, and the influence of new vocabulary on the emotional background of the recipient are described and disclosed. It is established the influence of scientific progress on the emergence of new term concepts and their functioning in communicative practice. It demonstrates how scientific achievements in the world medicine are being implemented in new rehabilitation systems that change the entire system of medicine, making it personalized, highly effective and more specific. The dynamism of improving the language of medicine in an eco-friendly scientific environment is proved. It is suggested the cluster of

linguistic reflections in the sublanguage of coronavims pandemic according to the social and communicative fields.

**Key words:** terminology, term formation, neologism, medical term, ecological meaning, patient's emotions, clustering of pandemic linguemes.

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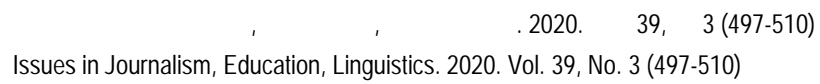
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*prehospital hemorrhage* - , -  
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*pacemaker to help maintain a regular beating of his heart.*  
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